WHAT IS CLAIMED IS:

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- 1. A dual bearing reel to be attached to a fishing rod, comprising: a basic unit including
 - a spool for winding or reeling out a fishing line by being rotated in normal or reverse direction,
 - a spool driving mechanism for driving said spool, and
 an attachment frame to which said spool and said spool driving
 mechanism are attached such that said spool and said spool
 driving mechanism can function in cooperation with each other;
 and
- an outer plate portion that is attached to said attachment frame of said basic unit.
- 2. The dual bearing reel as set forth in claim 1, wherein said basic unit further includes
 - a braking mechanism for applying a brake to the rotation of said spool, and
 - a level winding mechanism for winding the fishing line uniformly on said spool; and
- said braking mechanism and said level winding mechanism are attached to said attachment frame such that said braking mechanism and said level winding mechanism function in cooperation with each other.
- The dual bearing reel as set forth in claim 1, wherein
 said outer plate portion has a first engagement portion;
 said attachment frame has a second engagement portion; and
 said outer plate portion is detachably attached to said attachment frame by
 engaging said first and second engagement portions.
- 304. The dual bearing reel as set forth in claim 3, wherein said outer plate portion further has a body portion;said first engagement portion includes a pin projecting from said body portion;

said second engagement portion includes an engagement bore which engages said pin.

- 5. The dual bearing reel as set forth in claim 3, wherein said outer plate portion is detachably attached to said attachment frame by engaging said first and second engagement portions through an engagement member.
- 6. The dual bearing reel as set forth in claim 5, wherein said outer plate portion further has a body portion; said first engagement portion includes a fixed boss formed on said body portion;

said second engagement portion includes an engagement bore; and said engagement member includes a screw that is screwed into said engagement bore and said fixed boss.

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7. The dual bearing reel as set forth in claim 1, wherein said attachment frame includes a pair of side portions, a cross member that bridges over said pair of side portions, and a leg portion that is attachable to the fishing rod.

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8. The dual bearing reel as set forth in claim 3, wherein said attachment frame includes a pair of side portions, a cross member that bridges over said pair of side portions, and a leg portion that is attachable to the fishing rod.

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- 9. The dual bearing reel as set forth in claim 8, wherein said second engagement portion is formed on said side portions.
- 10. The dual bearing reel as set forth in claim 8, wherein said second engagement portion is formed on said cross member.
 - 11. The dual bearing reel as set forth in claim 7, wherein

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said cross member and said pair of side portions are formed as a one-piece unitary member.

- 12. The dual bearing reel as set forth in claim 1, wherein said outer plate portion includes first through third outer plate members.
- 13. The dual bearing reel as set forth in claim 12, wherein said first outer plate member has a third engagement portion, and said second outer plate member has a fourth engagement portion that engages
 10 said third engagement portion to couple said first and second outer plate members.
 - 14. The dual bearing reel as set forth in claim 12, wherein said outer plate portion further includes a fourth outer plate member.
- 15. The dual bearing reel as set forth in claim 1, wherein said outer plate portion is made from ABS resin.
 - 16. The dual bearing reel as set forth in claim 1, wherein said spool driving mechanism includes a clutch mechanism and a drag mechanism, said clutch mechanism operatively taking one of active and inactive states, said drag mechanism restrictively allowing reverse rotation of said spool when said clutch mechanism is in the active state.
- 17. A dual bearing reel which is mounted on a fishing rod and winds25 fishing line around an axis that is perpendicular to the fishing rod, the dual bearing reel comprising:

a basic unit having

a spool for taking up fishing line,

a spool driving mechanism for braking the rotation of said spool, and an installation frame that includes a main frame which is adapted to be mounted to the fishing rod and has first and second side plates that are spaced apart from each other with said spool being mounted therebetween and a plurality of connectors that links

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said first and second side plates together, and third and fourth side plates that are each detachably mounted to outer sides of said first and second side plates, said spool and said spool driving mechanism being mounted on said installation frame such that said spool and said spool driving mechanism function in cooperation with each other; and

decorative cover portion having first and second cover members that are each detachably mounted to said installation frame such that said first and second cover members cover exteriors of said third and fourth side plates.

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18. The dual bearing reel disclosed in claim 17, wherein said spool driving mechanism includes:

a rotation transmission mechanism that includes a handle shaft having a handle mounted on one end thereof, such that rotation of said handle is transmitted to said spool,

a clutch mechanism arranged operatively between said handle and said spool, said clutch mechanism being configured to switch said spool between a freely rotatable state and a line winding state, and

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a clutch switching mechanism configured to switch said clutch mechanism between a clutch-off state in which said spool is in said freely rotatable state, and a clutch-on state in which said spool is in said line winding state.

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- 19. The dual bearing reel disclosed in claim 17, wherein said basic unit further includes:
 - a drag mechanism that brakes rotation of said spool when said spool rotates to reel out the fishing line, and
 - a level winding mechanism for winding fishing line in an orderly manner on said spool; and

said drag mechanism and said level winding mechanism are installed on said installation frame such that said drag mechanism and said level winding mechanism function in cooperation with each other.

- 20. The dual bearing reel disclosed in claim 17, wherein said basic unit further includes a brake mechanism that brakes said spool regardless of a direction in which the spool rotates; and
- 5 said brake mechanism is mounted between said first side plate and said third side plate of said basic unit.
- 21. The dual bearing reel disclosed in claim 17, wherein said second side plate and said fourth side plate are disposed with a spacewhich accommodates said spool driving mechanism being formed therebetween.
 - 22. The dual bearing reel disclosed in claim 17, wherein said cover portion further includes a front cover that covers a side of the reel opposite a side to which the fishing rod is mounted.